

Pierce County
Quit Line Data Summary
October 1 - December 31, 2002

	County	State
Number of Calls to Quit Line	N = 478	N = 3,753
Percent of Statewide Calls	15.4%	100.0%
Percent of State Population in County¹	11.9%	100.0%
	County %	State %
Gender	N = 468	N = 3,291
Female	64.3%	61.0%
Male	35.7%	39.0%
Race/Ethnicity	N = 429	N = 2,816
People of Color	18.2%	13.9%
White	81.8%	86.1%
Age	N = 458	N = 2,956
Less than 18 years old	2.6%	2.7%
18 - 24 years old	12.4%	14.4%
25 - 34 years old	23.4%	21.8%
35 - 44 years old	27.3%	25.9%
45 years and older	34.3%	35.1%
Education	N = 434	N = 2,860
Did not graduate high school	20.5%	18.4%
High school graduate	33.9%	33.3%
Some college/vocational school	35.5%	34.9%
College graduate	10.1%	13.5%
Caller Type	N = 468	N = 3,367
General Information	4.3%	11.2%
Health care provider	1.3%	2.9%
Tobacco user	94.4%	85.9%
Payer Type	N = 353	N = 2,129
Insured	45.6%	41.5%
Uninsured	23.8%	24.9%
Medicaid	30.6%	33.5%
Heard About	N = 410	N = 2,888
Past caller	22.0%	18.5%
Employer/worksites	0.7%	0.8%
Health care provider	21.7%	21.8%
Television	13.7%	18.4%
Outdoor advertisement (billboard/bus/wall)	6.3%	7.2%
Targeted mailing	2.7%	0.9%
Great Start	0.0%	0.1%
Radio	1.5%	2.2%
Newspaper/Magazine	1.2%	2.2%
Brochure/Newsletter	7.3%	6.2%
Family or friend	18.0%	17.9%
Health Department	4.1%	2.9%
School	0.8%	0.9%